

Message Text

UNCLASSIFIED

PAGE 01 DUBLIN 01213 121627Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----101490 130815Z /11
R 121517Z APR 78
FM AMEMBASSY DUBLIN
TO USDOC WASHDC
SECSTATE WASHDC 0415

UNCLAS DUBLIN 01213

E.O. 11652: N/A
TAGS: BEXP, EI
SUBJECT: CLERY'S IN-STORE PROMOTION

1. EMBASSY HAS UNDER PREPARATION REPORT ON MARCH 20 - APRIL 5 CLERY'S IN-STORE PROMOTION. ACCORDING TO CLERY'S MANAGEMENT SALES FIGURES ARE EXCELLENT. IN FACT, PUBLIC RESPONSE WAS SO ENCOURAGING THAT CLERY'S MANAGER, BRIAN SHIELDS HOPES TO INCLUDE AMERICAN PROMOTIONS AS REGULAR FEATURE OF THEIR MARKETING PROGRAM. ECONOFF HAS EXPLAINED LIMITATIONS ON USDOC FINANCIAL AND FACILITATIVE SUPPORT WHILE ENCOURAGING STORE TO PROCEED ON BASIS OF THEIR OWN RESOURCES AND RECENTLY ACQUIRED EXPERIENCE.

2. PETER OWENS, CHAIRMAN OF PETER OWENS LIMITED -- PUBLICITY AND MARKETING CONSULTANT FOR CLERY'S, WILL VISIT WASHINGTON APRIL 28 - MAY 5 FOR NATIONAL US CHAMBER OF COMMERCE CONVENTION (OWENS IS ALSO RECENTLY ELECTED PRESIDENT OF US CHAMBER IN IRELAND). OWENS HAS ASKED EMBASSY TO FACILITATE APPOINTMENT FOR HIM DURING MAY 1 - 5 WITH OIM'S CHARLES JOHNSON, WHOM HE WILL CONTACT BY PHONE ON MAY 1. OWENS WISHES TO BENEFIT FROM USDOC'S ACCUMULATED EXPERIENCE IN THIS FIELD AND ESPECIALLY TO OBTAIN INFORMATION ON US FIRMS WHO MIGHT BE WILLING TO ORGANIZE AN EXTRAVAGANZA AS CENTER PIECE FOR A CLERY'S AMERICA WEEK TENTATIVELY
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SCHEDULED FOR NEXT SPRING. OWENS PLANS TO DEPART FOR US WEEK OF APRIL 24. ANY INFORMATION WHICH MIGHT USEFULLY BE PROVIDED TO HIM ON US FIRMS IN THIS FIELD BEFORE HIS DEPARTURE WOULD BE APPRECIATED. RENDAHL
BT
#1213

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 12 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: n/a
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Format: TEL
From: DUBLIN
Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1978/newtext/t19780467/aaaacele.tel
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Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 793ad0b1-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
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Original Previous Classification: n/a
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Review Withdrawn Fields: n/a
SAS ID: 2997543
Secure: OPEN
Status: NATIVE
Subject: CLERY'S IN-STORE PROMOTION
TAGS: BEXP, EI
To: COM STATE
Type: TE
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